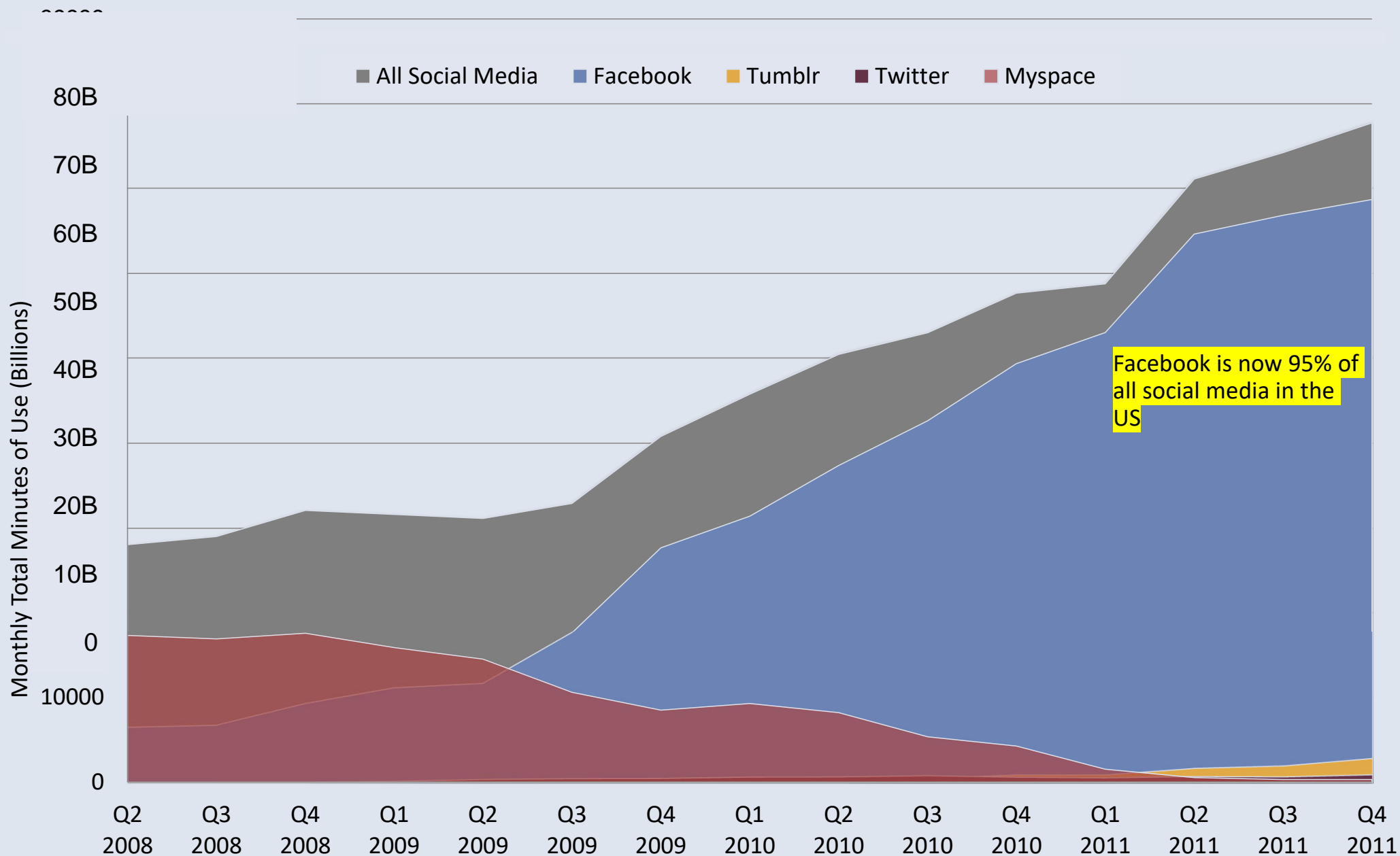


EXHIBIT 4

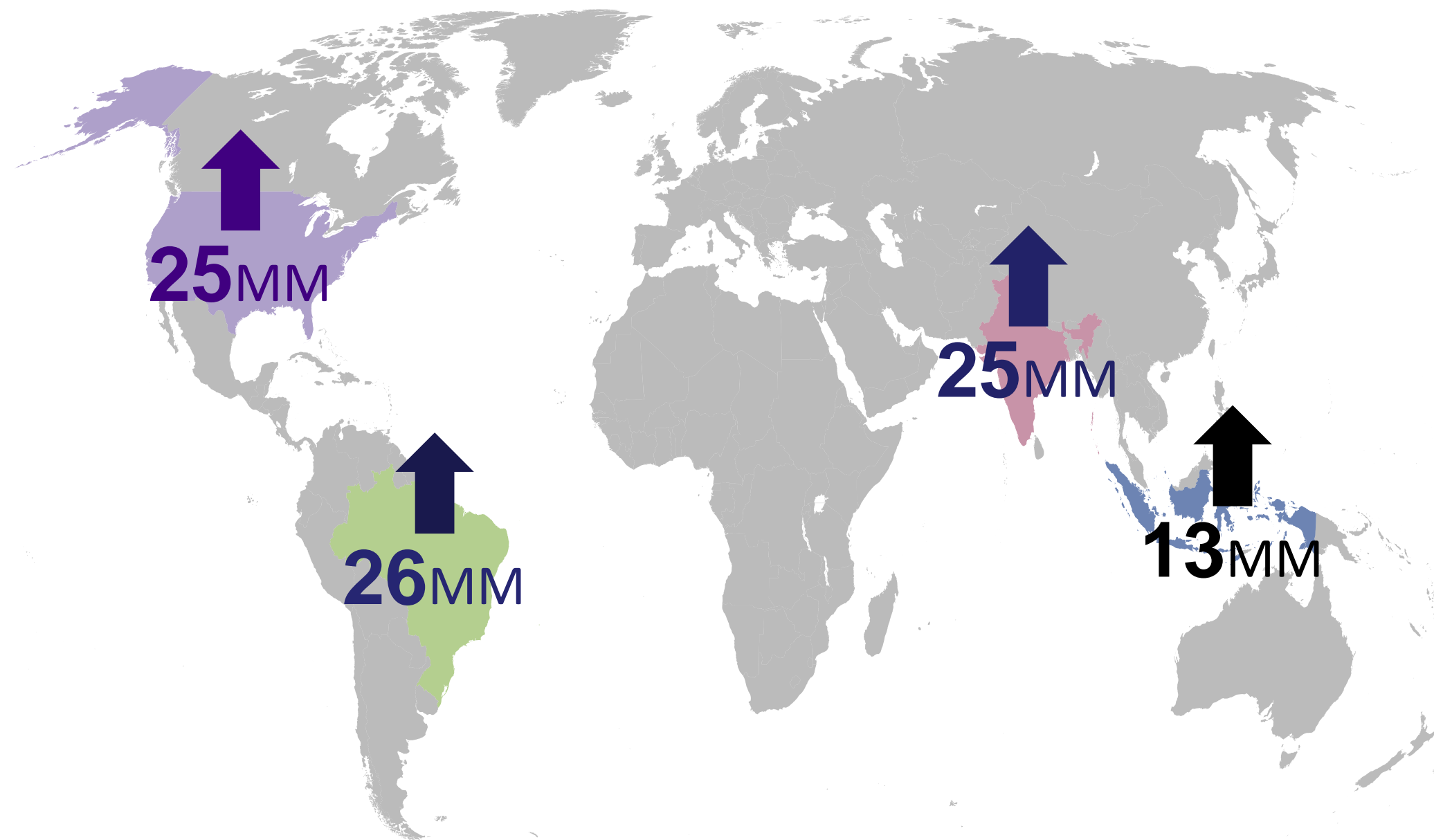
facebook

facebook

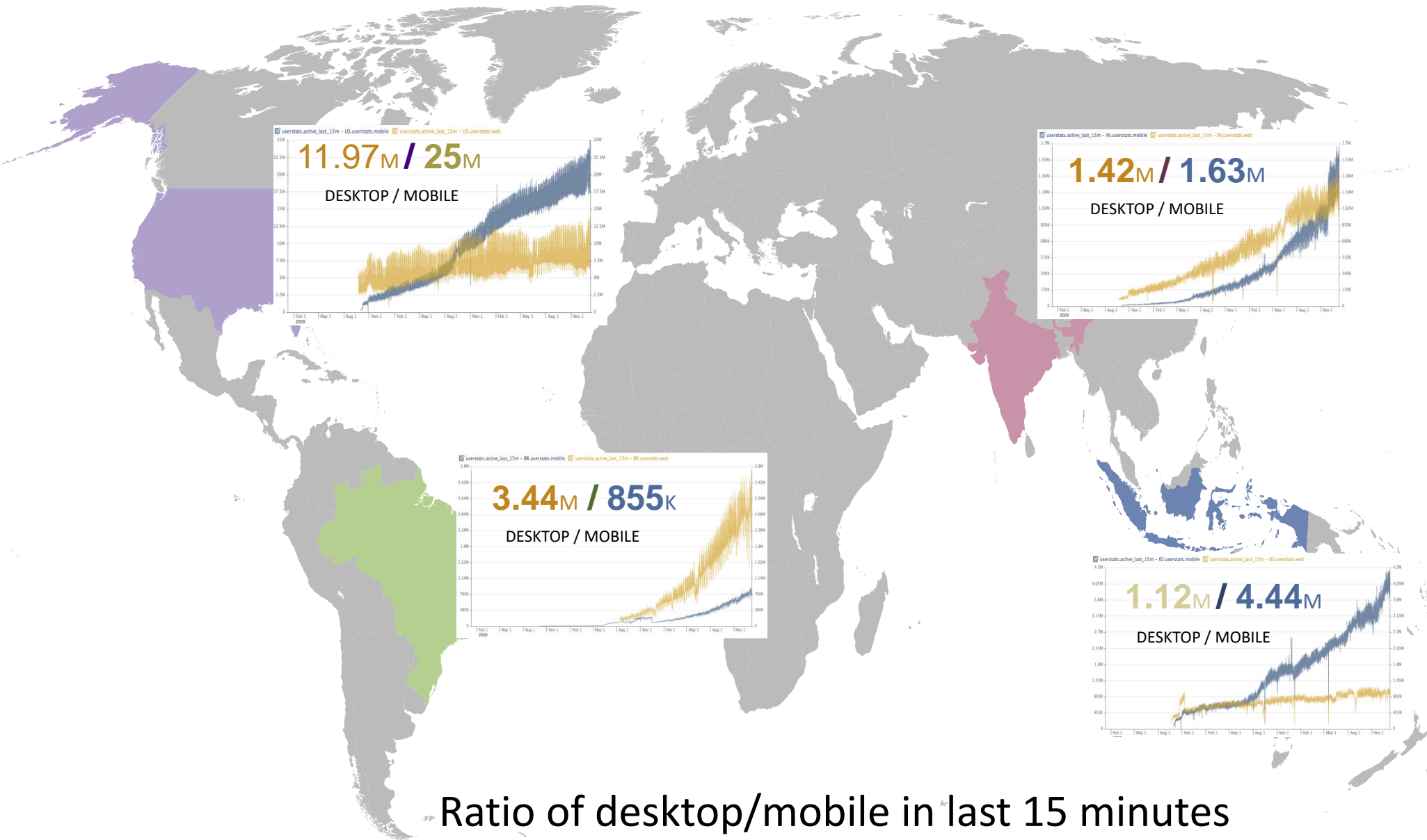
The industry consolidates as it matures



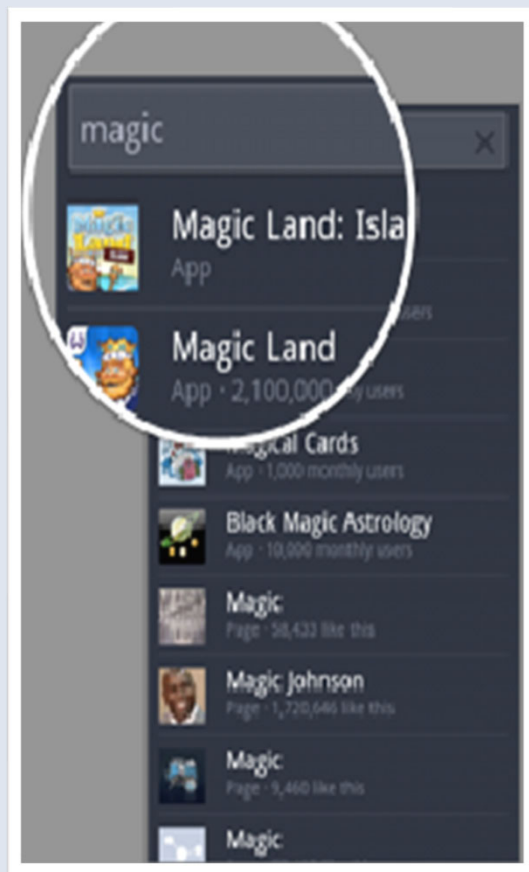
Facebook's 2011 growth in emerging markets



Mobile is becoming THE way people log-in



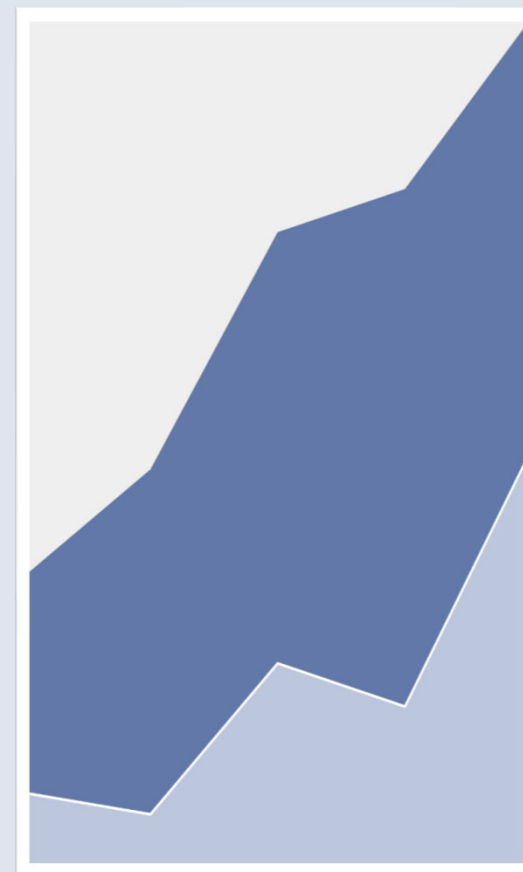
2012 brings a focus on three areas



Mobile Web Platform



Social Phones



Mobile Growth

Vodafone + Facebook:

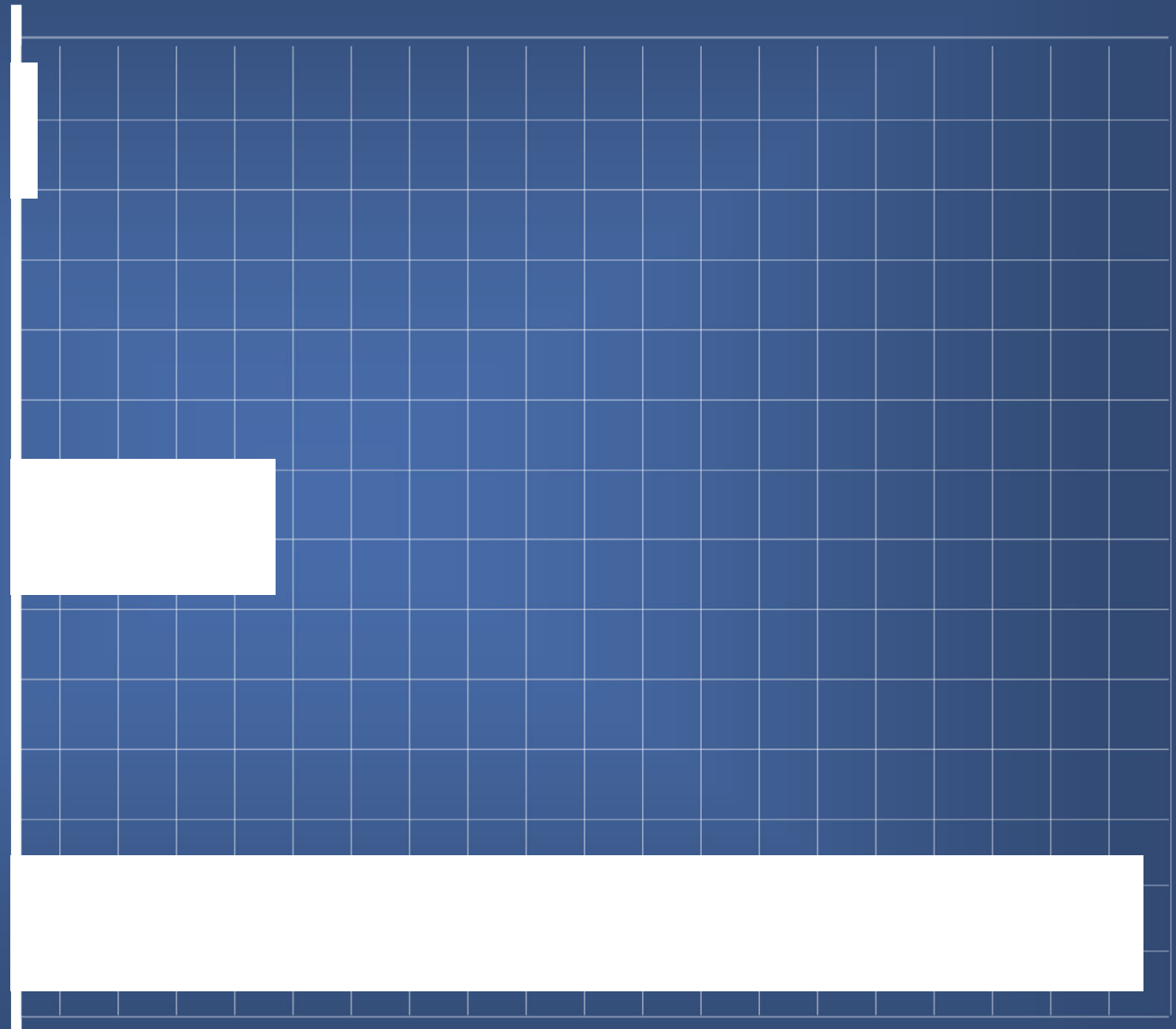
1. Ignite developer ecosystem: HTML 5 standardization
2. Frictionless payments: Operator billing
3. Improve business: Platform & Marketing integration

Appendix

425,000
iPhone Apps

4,700,000
Facebook Apps

350,000,000
Websites



Global audience of
350 million Facebook mobile users

Multi-platform support for
Native and Web apps

Social discovery & distribution key to usage

Spotify

File Edit View Playback Help

Q Search

Upgrade Henri Moissinac

What's New

Radio

Top Lists

Play Queue

Inbox

Devices

Library

Local Files

Starred

+ New Playlist

- AAA Mix English 80-90s
- AAA Mix French 80-90s
- AAA Mix 2006-2010
- divers 2010
- AA SOIREE
- AA SOIREE SUR SPOTIFY
- Ambiance dinner
- Henri - ipod 30GB
- Lude
- Lude - IPHONE
- Z Ambiance
- Z Dance
- Z Dance Slow
- Z Techno

Profile

Mark Zuckerberg (zuckd)

14 public playlists

Published Playlists

Radio Songs 27 subscribers [+Subscribe](#)

| | | | | | |
|---|---|---|--|------|----------------------------------|
| ★ | 🔗 | Lighters | [EXPLICIT] Bad Meets Evil, Bruno Mars | 5:04 | Hell: The Sequel |
| ★ | 🔗 | I Need A Doctor | Dr. Dre, Skylar Grey, Emi... | 4:44 | I Need A Doctor |
| ★ | 🔗 | Rolling In The Deep | Adele | 3:48 | Rolling In The Deep |
| ★ | 🔗 | Where Them Girls At (feat. Nicki ... | [EXPLICIT] David Guetta, Nicki Minaj, F... | 3:15 | Where Them Girls At (feat.... |
| ★ | 🔗 | Give Me Everything | Pitbull feat. Ne-Yo, Afroj... | 4:12 | Give Me Everything |
| ★ | 🔗 | Party Rock Anthem | LMFAO, Lauren Bennett, G... | 4:23 | Party Rock Anthem |
| ★ | 🔗 | Save The World (Radio Mix) | Swedish House Mafia | 3:33 | Save The World |
| ★ | 🔗 | Rain Over Me | Pitbull Featuring Marc An... | 3:52 | Planet Pit (Deluxe Version) |
| ★ | 🔗 | On The Floor | Jennifer Lopez, Pitbull | 3:51 | On The Floor |
| ★ | 🔗 | Little Bad Girl (feat. Taio Cruz & L... | [EXPLICIT] David Guetta, Ludacris, T... | 3:12 | Little Bad Girl (feat.Taio Cr... |

[See all 19 tracks](#)

Eminem 12 subscribers [+Subscribe](#)

| | | | | | |
|---|---|--------------------------------------|---------------------------------------|------|-------------------------------|
| ★ | 🔗 | Lighters | [EXPLICIT] Bad Meets Evil, Bruno Mars | 5:04 | Hell: The Sequel |
| ★ | 🔗 | Till I Collapse | [EXPLICIT] Eminem, Nate Dogg | 4:58 | The Eminem Show |
| ★ | 🔗 | Superman | [EXPLICIT] Eminem, Dina Rae | 5:50 | The Eminem Show |
| ★ | 🔗 | The Way I Am | [EXPLICIT] Eminem | 4:51 | Curtain Call |
| ★ | 🔗 | Cleanin' Out My Closet | [EXPLICIT] Eminem | 4:59 | Curtain Call |
| ★ | 🔗 | Drug Ballad | [EXPLICIT] Eminem | 5:00 | The Marshall Mathers LP - ... |
| ★ | 🔗 | Not Afraid | Eminem | 4:08 | Recovery |
| ★ | 🔗 | Like Toy Soldiers | [EXPLICIT] Eminem | 4:57 | Encore |
| ★ | 🔗 | Lose Yourself - Soundtrack Versio... | [EXPLICIT] Eminem | 5:27 | Lose Yourself |
| ★ | 🔗 | Sing For The Moment | [EXPLICIT] Eminem | 5:40 | Curtain Call |

[See all 17 tracks](#)

I ♥ Green Day 59 subscribers [+Subscribe](#)

| | | | | | |
|---|---|--------------------|-----------|------|--------------------|
| ★ | 🔗 | Working Class Hero | Green Day | 4:24 | Working Class Hero |
| ★ | 🔗 | Minority | Green Day | 2:48 | Warning |

Top Artists

- Jay Z
- Drake
- David Guetta
- Kanye West
- Rihanna
- Usher

Top Tracks

- Ni**as In Paris
- Without You (feat. Usher)
- Take Care

People

- Mark Cabiling
- Mark Heynen
- Mark Jacobstein
- Mark Rabkin
- Mark Rodgers
- Mark Slee
- Mark Watts-Jones
- Mark Zuckerberg**
- Martin Monteiro
- Massimiliano Russomanno
- Mathieu Lhomme
- Mathieu Nouzareth
- Mathieu Ramage
- Matt Cahill
- Matt Cohler
- Matt Hicks
- Matt Kelly
- Matt Wyndowe
- Matthew Mengerink
- Matthew Papakipos
- Matthias Schaefer
- Max Mancini
- Max Niederhofer
- Max Vinicius Cordeiro
- Meenal J. Balar
- Michael Amar
- Michael Bayle
- Michael Buhr
- Michael Chen
- Michael Eyal Sharon
- Michael Jones
- Michael Richter
- Michael Stephanblome
- Michael Teng
- Mick Johnson
- Mihai Crasneanu
- Mikael Benfredj

End to end platform for Mobile Operators marketing on facebook

350M mobile users



Unique Insights
(phones, services...)



More effective marketing
for

- Brand Development
- Acquisition
- Retention

Social phones

Applications



Integrations into OS ...

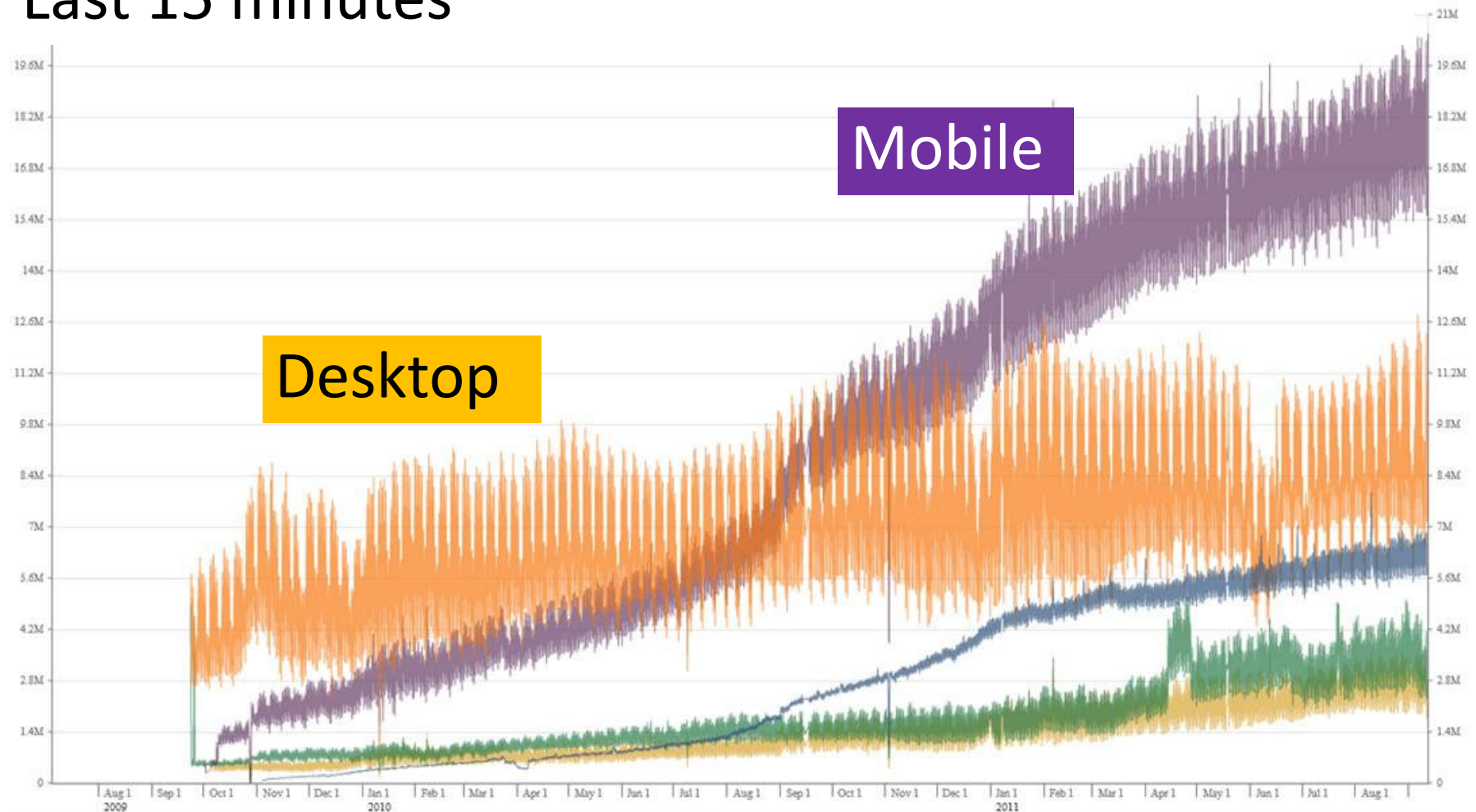


and with hardware



Mobile is becoming THE way users use facebook

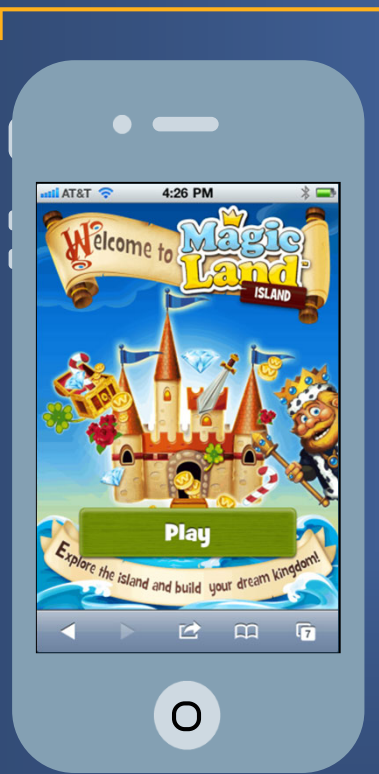
Last 15 minutes



Facebook Platform for mobile

Greater reach for developers

Apps and Games



Less Friction in Development



Greater Reach for Developers

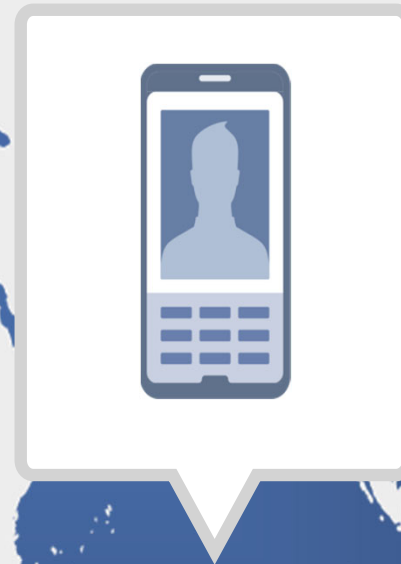


Facebook Market Update



800M

People on Facebook



350M

Facebook Mobile Users

On Facebook, every day...



2B

Posts are liked and
commented on



500M

Users log in



250M

Photos are uploaded

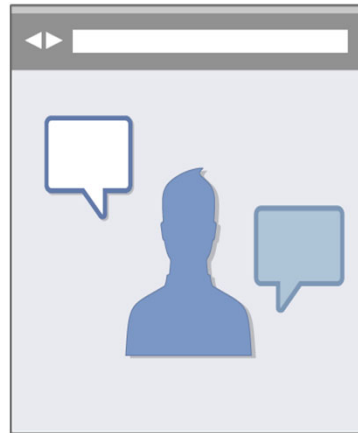
Facebook Platform



Distribution

500M

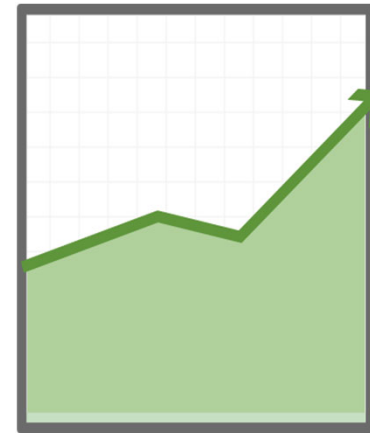
Platform users



Engagement

200M

Games players



Monetization

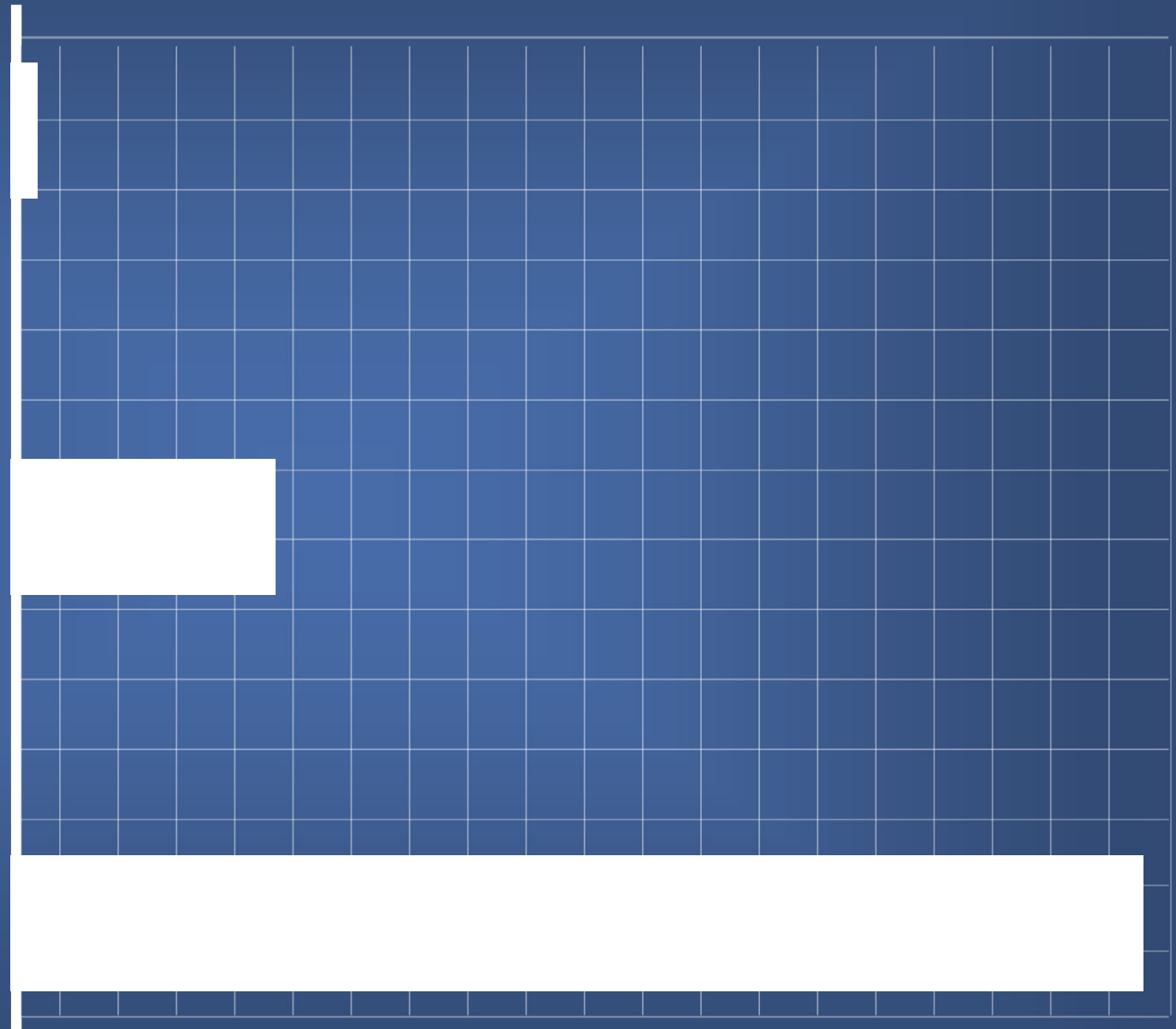
20M

Apps installed daily

425,000
iPhone Apps

4,700,000
Facebook Apps

350,000,000
Websites



LIVESTRONGSM.COM



Chegg[®]



JAWBONE[®]

Drive one.

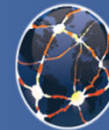


the guardian

Pinterest



Foodspotting



RockMelt

Path

POLYVORE

BranchOut[®]

The Washington Post



+

GILT



goodreads[®]

Eventbrite[®]

ticketmaster[®]



Events Made Easy



causes

Successful social distribution

The image displays a Facebook profile for Namita Gupta, with several callout boxes highlighting specific social distribution features:

- Homepage Ticker:** A small notification at the top right of the profile stating "Namita Gupta is playing Word Game".
- NewsFeed:** A larger notification in the center of the profile stating "Namita Gupta is playing Word Game".
- Games Dashboard:** A notification on the right side of the profile, titled "Games", showing a list of requests for the game "CityVille".
- Canvas Ticker:** A notification at the bottom of the profile, below the "Works at Facebook" section, stating "Namita Gupta is playing Word Game".

The background image shows the Facebook profile page for Namita Gupta, including her profile picture, cover photo, and various sections like "Home", "Profile", and "Account". The profile information includes "Works at Facebook", "Studied Engineering (B-tech, Me-tech) at Indian I...", "Lives in Menlo Park, California", and "Married to Gaurav Agarwal".

A Recent Example

The image shows a Facebook profile for David Nguyen. The profile header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a large cover photo of a hand. Below the cover photo, the profile name 'David Nguyen' is visible, along with bio information: 'Marketing Communications, Pl...', 'Studied at NYU', 'Lives in San Francisco, California', and 'From Buffalo, New York'. Navigation tabs for 'About Me', 'Friends', 'Photos', 'Likes & Interests', and 'Notes' are at the bottom.

Overlaid on the profile are several annotations:

- Timeline (Spotify August):** A white box with an orange header titled 'Timeline' containing a Spotify playlist for August. It lists 'Top Songs' including 'Around The World' by Daft Punk, 'Derezzed (Remixed by The Glitch Mob)' by The Glitch Mob, 'The Son of Flynn' by Daft Punk, and 'Snoop (feat. T-Pain) (Remix)' by Snoop Dogg. A 'Top Song' section highlights 'Derezzed (Remixed by The Glitch Mob)' by Daft Punk with a play button icon.
- Ticker:** An orange header box containing a notification: 'David Nguyen listened to Fight Test on Spotify' with a small album cover icon.
- NewsFeed:** An orange header box containing a notification: 'David Nguyen listened to songs on Spotify' with a play button icon and three progress bars.
- Timeline (Social Media Cliff Notes!):** An orange header box containing a notification: 'Social Media Cliff Notes! appsumo.com The fastest way to start marketing your business using Facebook & Twitter - Today only 84% off!' with a play button icon.

Arrows indicate data flow from the Spotify playlist to the Ticker, NewsFeed, and the second Timeline box. A small inset image shows a Spotify interface with a green Spotify logo overlaid on it.

Evolution of Web Discovery



Evolution of Mobile Discovery



Facebook Mobile Canvas

Step 0.1: Launched on October 10

Desktop



Mobile



Discovery Channels

Notifications



News Feed



Search



Timeline



Requests



Bookmarks

